

**Report Date:** 19 Nov 2014

**Summary Report for Individual Task**  
**514-42R-3005**  
**Implement Publicity Plan for a Music Performance Team**  
**Status: Approved**

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**Distribution Restriction:** Approved for public release; distribution is unlimited.

**Destruction Notice:** None

**Foreign Disclosure: FD5** - This product/publication has been reviewed by the product developers in coordination with the TRADOC G-2, JBLE, VA foreign disclosure authority. This product is releasable to students from all requesting foreign countries without restrictions.

**Condition:** The band is operating within a garrison or deployed environment in order to provide music throughout the area of operations to instill in our forces the will to fight and win, foster the support of our citizens, and promote our national interests at home and abroad. Your Music Performance Team (MPT) Leader has given you a publicity plan to implement for a music mission. The band company has access to supported unit staff and higher headquarters for administrative, logistical, intelligence, and communications. This task may be performed incorporating other Operational Variables (PMESII-PT) and METT-TC constraints within garrison, off-post, and the area of operations. This may include activities, disrupters, terrain and weather, personnel, equipment, time, and legal considerations. These factors address similar considerations expressed in different terms. This task should not be trained in MOPP 4.

**Standard:** Implement a publicity plan, using provided resources that maximizes the potential audience, IAW the MPT Leaders guidance and any special instructions.

**Special Condition:** None

**Safety Risk:** Low

**MOPP 4:** Never

Task Statements

**Cue:** There is a requirement to implement a publicity plan for a MPT.

DANGER

None

WARNING

None

CAUTION

None

**Remarks:** Items in the equipment list are not mandatory for all Soldiers. Only the Soldier's assigned instrument or equipment is required. The equipment list is not all inclusive. All required references and technical manuals will be provided by the local Command.

**Notes:** None

## Performance Steps

1. Identify effective publicity strategies.

- a. Branding.
- b. Review AR 601-208, The Army Brand and Marketing Program.
- c. Review the U.S. Army Branding Guide.

2. Coordinate publicity plan with Senior Teams Leader.

- a. Press materials and fact sheets.
- b. Posters, fliers, publicity packets.
- c. Mailing list products and comment cards.
- d. Products for media outlets, e.g. radio, television, newspaper.

3. Produce effective publicity material for a MPT.

- a. Consult <https://www.usarmybrandportal.com> for resources.
- b. Using effective photography and graphics.
- c. Ensure publicity products are produced IAW AR 601-208, The Army Brand and Marketing Program and the U.S. Army Branding Guide.
- d. Consult with Senior Teams Leader to ensure all produced publicity material meet command and U.S. Army guidance.

4. Distribute publicity material.

- a. Obtain publicity material distribution plan from Senior Teams Leader.
- b. Email.
- c. Social networking.
- d. Website.
- e. Newspaper/TV/radio.
- f. Posters.
- g. Letters/postcards.

(Asterisks indicates a leader performance step.)

**Evaluation Guidance:** Ensure that all required materials are available to the Soldier. Evaluate this task during collective training.

**Evaluation Preparation:** Brief the Soldier: "You are being evaluated on your ability to implement a publicity plan for an MPT. You must correctly complete all the performance measures in this task."

PERFORMANCE MEASURES	GO	NO-GO	N/A
1. Identified effective publicity strategies.			
2. Coordinated publicity plan with Senior Teams Leader.			
3. Produced effective publicity material for a MPT.			
4. Distributed publicity material.			

**Supporting Reference(s):**

Step Number	Reference ID	Reference Name	Required	Primary
	AR 220-90	ARMY BANDS	Yes	Yes
	ATTP 1-19	U.S. Army Bands	Yes	No

**Environment:** Environmental protection is not just the law but the right thing to do. It is a continual process and starts with deliberate planning. Always be alert to ways to protect our environment during training and missions. In doing so, you will contribute to the sustainment of our training resources while protecting people and the environment from harmful effects. Refer to FM 3-34.5 Environmental Considerations and GTA 05-08-002 ENVIRONMENTAL-RELATED RISK ASSESSMENT. Environmental protection is not just the law but the right thing to do. It is a continual process and starts with deliberate planning. Always be alert to ways to protect our environment during training and missions. In doing so, you will contribute to the sustainment of our training resources while protecting people and the environment from harmful effects. Refer to FM 3-34.5 Environmental Considerations and GTA 05-08-002 ENVIRONMENTAL-RELATED RISK ASSESSMENT.

**Safety:** In a training environment, leaders must perform a risk assessment in accordance with ATP 5-19, Risk Management. Leaders will complete the current Deliberate Risk Assessment Worksheet in accordance with the TRADOC Safety Officer during the planning and completion of each task and sub-task by assessing mission, enemy, terrain and weather, troops and support available-time available and civil considerations, (METT-TC). Note: During MOPP training, leaders must ensure personnel are monitored for potential heat injury. Local policies and procedures must be followed during times of increased heat category in order to avoid heat related injury. Consider the MOPP work/rest cycles and water replacement guidelines IAW FM 3-11.4, Multiservice Tactics, Techniques, and Procedures for Nuclear, Biological, and Chemical (NBC) Protection, FM 3-11.5, Multiservice Tactics, Techniques, and Procedures for Chemical, Biological, Radiological, and Nuclear Decontamination. 1. Live musical performance poses an immediate noise hazard. Hearing protection is required.

2. In the event of a fire, Soldiers will exit the classroom in an orderly manner (last one out closes the door); meet at the location the Primary Instructor has designated; class leaders will hold an accountability formation and report their findings to Primary Instructor.

3. In the event of severe weather or tornado, Soldiers will exit the classroom in an orderly manner; move to the location the Primary Instructor has designated (basement or center of building); class leaders will hold an accountability formation and report their findings to Primary Instructor.

4. It is important for Soldiers to be aware of their surroundings. Hazards such as tripping over wires, falling on musical equipment, lifting or dropping heavy sound reinforcement equipment, working with electricity, etc. need to be mitigated to avoid injury.

5. If the task is performed outdoors, Soldiers should use caution while marching on uneven ground. In the event of severe weather or tornado, the bandmaster may have to make a determination on-site as to extracting sections of, or the entire band, from the mission to mitigate damage to equipment and hazards to Soldiers.

6. When assessing venues, it is important to ensure proper travel safety to and from location, regardless of distance travelled. When assessing the capabilities of a potential venue, it is important to be aware of all safety hazards in the building such as electrical, fire, water, etc.

**Prerequisite Individual Tasks :** None

**Supporting Individual Tasks :** None

**Supported Individual Tasks :**

Task Number	Title	Proponent	Status
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514-42R-4006	Develop a Publicity Plan for Music Performance Teams	514 - Music (Individual)	Approved
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**Supported Collective Tasks :** None